Hands On

The Newsletter of the American Massage Therapy Association®

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Steve Olson New President-Elect; President Maureen Moon Installed

Steve Olson (ND) was declared the president-elect as results of the 3,000 mail ballot elections were announced at AMTA's national convention at San Antonio, Texas. **Maureen A. Moon (CO)** was installed as president of AMTA at the convention's closing breakfast. **Adela T. Basayne (OR)** succeeded to the office of immediate past president.

Moon pins president-elect insignia on Olson.

Commissioner of Elections **Monica Roseberry (CA)** also announced that **Patricia Donohue (NY)** and **Brenda Griffith (VA)** will join **Denise Borrelli (MA)** as vice presidents. Elected to the positions of members-at-large are **Randa Cherry (IA)**, **Laurel J. Freeman (FL)**, **Jeanne Girard (CO)**, and **William Greenberg (CT)**. They join **Debra Brooks (IA)**, **Bonnie Niebauer (OH)**, **Christopher Sovereign (NM)**, and **Robyn Wilson (FL)**, who have a year remaining in their terms.

Moon was AMTA vice president, 1995–1997; chair of the AMTA Massage Emergency Response Team (MERT), 1997–1999; member of the Special Committee on Board Effectiveness and Interaction in 1996; and AMTA Western district representative, 1990–1995.

Olson served AMTA as vice president, 1996–1998; chair of the Special Committee on Governance, 1994–1999; member of the AMTA Strategic Planning committee, 1996–1998; and AMTA Central district representative, 1992–1995.

Retiring from the Board were **John Balletto (RI)**, **E. Houston LeBrun (WA)**, **Wayne Anthony Pakulis (IA)**, **Carolyn Talley (SC)**, and **Dolly Wallace (MI)**.

LeBrun is chair of the 2000 Commission on Nominations, other members of which are **Garnet Adair (AZ)**, **Claude Gagnon (WI)**, **Elliot Greene (MD)**, and **Sharon Marden Johnson (ME)**. The 2000 commissioner of elections is **Bob McAtee (CO)**.

Special Announcement

AMTA President Maureen A. Moon (formerly Maureen A. Miller) married Robert Moon on December 11, 1999, at Boulder, Colorado.

Convention Highlights

Massage therapists learned new skills for the treatment and business sides of their practices, sampled and bought new products, and networked with colleagues from across the nation during the 1999 AMTA National Convention at San Antonio. Those who came early or stayed a few days late during that warm week in October enjoyed such attractions as the River Walk, Tex-Mex and other cuisines, the Alamo and its nearby mall, HemisFair, and the new art museum that was carved from a building that once housed a brewery.

The Board of Directors had a longer week than most convention-goers, since they listened and deliberated for 3 days before the convention opened (see page 7). The House of Delegates also met before the convention officially opened.

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Convention Highlights

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During the Convention, the 670 registrants variously attended: the annual business meeting of AMTA, where the results of the mail ballot were announced; hearings; consultations; award ceremonies (see pages 4 and 5); 20 workshop sessions (these will be highlighted in *Massage Therapy Journal*®); a panel on insurance; the exhibit hall; receptions; the fiesta dinner dance; and the closing breakfast at which **Adela T. Basayne** transferred her presidential pin to **Maureen A. Moon** (formerly Miller, see box on page 1), while **Steve Olson** stepped into the president-elect position (see page 1).

And attendees were informed by Executive Director Marlys Sperger that "AMTA's membership has passed the 40,000 mark! As of today, we have 40,584 members. Is that exciting or what?" (see page 7)

There was one discordant note. The Association and its members were victims of an offensive hoax. Everyone who attended the dinner dance was shocked to learn that the person presented as the San Antonio mayor's representative was, in fact, a comedian. AMTA and the National Board of Directors recognize that this person's material was in poor taste and offended most of the attendees and regret that a member of the Texas chapter went against the wishes of others and, without the knowledge of the Board or staff, hired that comedian.

The National Office alerted the San Antonio mayor's office of this misrepresentation. The mayor's office responded in a friendly and cooperative manner and agreed to handle telephone inquiries about the incident.

AMTA apologizes that this event may have cast a negative cloud over the closing events of an otherwise very successful convention.

COMTA News

During its October 1999 meeting, the Commission on Massage Therapy Accreditation (COMTA) granted accreditation to the following schools:

Academy of Massage Therapy, Englewood, New Jersey; *Body Therapy Institute*, Siler City, North Carolina; *New Hampshire Institute for Therapeutic Arts School of Massage*, Hudson, New Hampshire and Bridgton, Maine; *Educating Hands School of Massage*, Miami, Florida; *and* Wall Township, New Jersey *branch campus of Somerset School of Massage Therapy*.

COMTA thanks all who participated in the Validity of Standards survey conducted in August 1999.

An election will be held in Summer 2000 for the following Commission positions: massage / bodywork practitioner; educator from a COMTA-accredited school; and one member of the public who is unaffiliated with the massage therapy profession but has professional expertise that will assist the Commission in conducting its business. Individuals are invited to nominate themselves or others. The deadline for nominations is April 3, 2000.

For more information, contact Carole Ostendorf at 847.869.5039, ext. 147 or via e-mail at costendo@inet.amtamassage.org.

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Upcoming Deadlines

Mar. 1, 2000
(May/Jun Issue)

May 1, 2000
(Jul/Aug Issue)

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation, or physical handicap.

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President's Letter

AMTA Leadership Orientation

It is always exciting to attend the national convention and join fellow members and volunteers at the Board of Directors meetings, Chapter Presidents Council meeting, Chapter Leadership Training, General Assembly and Business meetings, educational sessions, exhibitors' hall, and social events. The convention is not only a time for business and education; it is an excellent opportunity for networking and meeting new friends. After the convention, national volunteers met in November at Evanston, Illinois, for a 3-day board orientation workshop.

The orientation allowed volunteer leaders and National Office staff to meet each other. All AMTA National Board of Directors, Policy and Program Committee chairs, and Commission and Council chairs were encouraged to attend this very important, effective training. The newly elected president works with the executive director to create the orientation's schedule. The orientation is unique to the president's style. Its purpose is to have volunteers get acquainted, learn their roles, understand the relationship between committee chairs, board liaisons, and staff liaisons, and familiarize themselves with the leadership style and expectations of the national president.

AMTA takes the time and expends the resources to orient its volunteer leaders. Without understanding the "nuts and bolts" and requirements of your position as a volunteer, you would find it difficult, if not impossible, to provide leadership to AMTA. John Carver, executive editor of *Board Leadership*, says, "Board leadership requires, above all, that the board provides vision. To do so, the board must first have an adequate vision of its own job."

To lead effectively, individual board members and volunteer leaders must have a vision, individual and collective, of where AMTA can and should be going. This visioning stems from our planning horizons and involves action planning, strategic planning, and assumptions about the future in order to establish core ideology, core purpose, and core values. This process provides for knowledge-based decision making.

AMTA's Strategic Planning Committee chair, AMTA Foundation director, Commission on Massage Therapy Accreditation director, marketing director, and Finance Committee chair presented at the orientation. These presentations are not only informational, they educate AMTA's leaders in how to incorporate the Strategic Plan, marketing surveys, budget process, and the evaluation process of programs, products, and services to enhance knowledge-based decision making. We also listened to an outside facilitator discuss how to enhance an association's ability to manage through change and to develop key paths to excellence.

I share this with you because many members have indicated their interest in serving the Association on a national level but, at the same time, fear that they do not have the necessary leadership skills and understanding of AMTA's internal structure. The board orientation provides just that: an understanding of AMTA and skills to assist you in a leadership role. It also creates an atmosphere of comfort and increases confidence in yourself and among others. If you do not feel ready to step up to a board or committee chair position, I encourage you to serve as a member on one of our many national committees. If you are interested in serving AMTA in any way, contact Cheryl Neely at the National Office to request a Volunteer Search form.

I invite you to join the leadership of the AMTA family.

Maureen A. Moon

Maureen A. Moon
(formerly Maureen A. Miller)
President, AMTA

Fingerprints

Research Symposium

AMTA Foundation President **Janet Kahn (MD)** keynoted "In Touch: A National Massage Therapy Research Symposium" in October at Vancouver, British Columbia. More than 400 massage therapists from Canada and the United States attended the symposium sponsored by Massage Therapists Association of British Columbia, Canadian Massage Therapist Alliance, and *Massage Magazine*.

Award Winner

The Florida Chiropractic Association presented **Judith DeLany (FL)** with the "1999 Massage Therapist of the Year" award. She was selected because of her contributions in the building of professional relations between chiropractic and massage therapy communities. DeLany is founder of the International Academy of Neuromuscular Therapies and director of NMT Center Training Seminars.

Member in the News

Gwen Beyer (USVI), owner of The Spa, has been featured in *The Daily News* for her outstanding service for the past 20 years at St. John, Virgin Islands. In the article, she stated, "Our staff pride themselves in working with clients to design the ideal massage to meet individual needs."

Board Member

Sue Welfley (FL) was named to a 4-year term to the Florida Board of Massage Therapy by Governor Jeb Bush.

MERT Seeks Volunteers

Chapters or members interested in responder training and becoming involved should contact AMTA MERT Chair **Erica Lind (WA)** at 253.537.1010 or via e-mail at *imasg4u@earthlink.net*.

Health Fair Duo

Kay Nuzum (WY) and **Dino Wenino (WY)** provided complimentary on-site chair massage at the 27th annual Blue Envelope Health Fair. More than 10,000 people attended the event. Nuzum and Wenino have volunteered in the health fair for the past 4 years.

1999 Chapter Meritorious Award Winners

Alabama, Robin Ann Schafer
Alaska, Holly Stack
Arizona, Garnet Adair
Arkansas, Ellen May
California, Joan Hillerts
Colorado, Togi Kinnaman
Connecticut , Franci Tartaglino
District of Columbia, Jim Barber
Florida, Henry Tobelmann
Georgia, Edward L. Bowker
Hawaii, Thomas Langenstein
Idaho, Janet Moore
Illinois, Richard Halle-Podell
Indiana, Dale Huston
Iowa, Wayne Anthony Pakulis
Kansas, Dorothy Draper
Louisiana, Becky Click-Rex
Maine, Mary Alice Goering
Maryland, Phyllis Keenan
Massachusetts, Cheryl J. Gorey
Michigan, Terry Hirth
Minnesota, Kristin Nourse
Mississippi, Gloria Waldrip
Missouri, Tom Rizzardo
Montana, Donna Lloyd-Jones
Nebraska, Sue A. Kozisek
Nevada, Kathleen Miller-Read
New Hampshire, Claudette C. Laroche
New Jersey, Charlie Behm
New Mexico, Elizabeth Lopez
New York, Diane Gurgone
North Carolina, Robert Ethridge
North Dakota, Phil Reisenauer
Ohio, Mary Dinneen
Oregon, Glenath Moyle
Pennsylvania, Robert Jantsch
Rhode Island, Suzanne Montmarquette
South Carolina, Gay Barefield
South Dakota, R. Jean Schmidt
Tennessee, Wendy Kanter
Texas, Mary M. Rydesky
Utah, Raymond Pippin
Vermont, Susan M. Hollister
Virginia, Joseph A. Lupino
Washington, Kathleen Appleyard
West Virginia, Judith Fazzini
Wisconsin, Julie Anne Szivecz
Wyoming, Lynn Evertz-Ando

*From left, **Adela T. Basayne (OR)** presents Chapter Government Relations award to **Terrie Yardley Nohr (MO)** and **Esteban Ruvalcaba (MO)**.*

Why I Serve: Grant Jewell Rich (OH)

One of my most enjoyable volunteer experiences with AMTA has been as an on-site COMTA evaluator. In this position I spent several days at several massage schools with two other massage professionals and a representative from COMTA. The team divided up the task of examining each school's financial, administrative, and educational programs and resources. It was inspiring to see how much work the schools put into preparing for the on-site visits; clearly, this was a task that was taken seriously, both by COMTA and by the schools.

Part of my enjoyment of the trip involved the informal discussions that occurred at lunches, dinners, and downtime with the team. I learned much about massage education in other states and at other schools from my colleagues, a school owner and a teacher. This networking was extremely rewarding, and I felt honored to be part of a group so enthusiastically and knowledgeably working toward the professionalization of massage.

Aside from the benefits of furthering the quality of massage therapy training, it is clear to me that a major bonus of involvement with COMTA is the chance to interact with the wonderful people who make up the organization.

Grant Rich

Given the central role played by the on-site teams in the accreditation process, it is essential that these groups be comprised of qualified, competent personnel. I urge my fellow AMTA members to step up to the plate and participate in this vital task.

Those interested in becoming COMTA on-site evaluators should contact Carole Ostendorf at 847.869.5039, ext. 147 or via e-mail at costendo@inet.amtamassage.org.

Anniversary Awards

25 Years

Fred D. Burke (CA)
Nancy W. Dail (ME)
Marilyn Frender (NY)
Charles Gilliam (MA)
Nadine Graham (IN)
Betty Jane Henke-Walter (MT)
Vincent Ralph Iuppo (NJ)
Kenneth E. Kelsey (KS)
Robert K. King (IL)
Kitty Leer (NJ)
Ronald V. Miner (IL)
R. Jean Schmidt (SD)
Lynda Corinne Schroeder (CA)
Jill D. Sled (WA)
Roger L. Whiting (UT)

30 Years

Leona M. Goertz (KS)
Ruthann Hobbs (IN)
Lorena J. Kelsey (KS)
Lawrence Keith Merklin (CA)
Harold Packman (NY)

35 Years

Elizabeth H. Moore (PA)

45 Years

Richard A. Butt (WA)
Thomas R. Fink (PA)

1999 National Awards

President's Award
Michael Murphy (CA)

Distinguished Service Award
John Balletto (RI)

Humanitarian Award
Jeanne Dodge (MA)

National Meritorious Award
Wayne Anthony Pakulis (IA)

Outstanding Government Relations Activist Award
Jennifer Peters (MO)

Outstanding Committee Chair
Brenda L. Griffith (VA)

Outstanding National Committee
Strategic Planning Committee
Adela T. Basayne, chair (OR)
Virginia Anthony-Barrow (NM)
John Balletto (RI)
Dan Barrow (NM)
Marlene Cohen (DC)
Elliot Greene (MD)
E. Houston LeBrun (WA)
William Mitchell (OH)

Outstanding Government Relations Committee
Missouri Chapter *(see photo, page 4)*

Chapter Growth Award
Wisconsin Chapter

Outstanding Newsletter
Wisconsin Chapter

Outstanding Sports Massage Achiever
Barbara Bohaty (NE)

Outstanding Sports Massage Team
Washington Chapter

More Benefits by the Handful from AMTA

Keep Current Through AMTA

One of the benefits by the handful which AMTA members receive is a steady flow of information to keep them current in the massage therapy profession. All members receive *Massage Therapy Journal* (filled with articles to manage your practice and learn more about massage), this *Hands On* newsletter (filled with news about your Association), AMTA's *Annual Report* (with highlights of Association activities that help shape the profession), and AMTA's *Membership Registry* (including information to help you network with other members and contact AMTA national committees).

The AMTA web site, www.amtamassage.org, is one of the best ways to keep current through AMTA. It includes press releases issued by the Association, access to AMTA's Massage Information Center, news about AMTA educational opportunities, *MTJ* index and articles, and reports on surveys about massage. The web site also provides opportunities to confer with others in online discussion groups and to participate in online member surveys. Experience the handful of benefits your AMTA membership offers.

Benefits You Can Use

For All Members

- *MBNA Visa Platinum Card*
  800.523.7666
- *MBNA Platinum Plus for Business*
  800.523.7666

For Professional-category Members Only

- *MBNA Credit Card Scanner*
  888.545.2207
- *Access Project for Legal Advice*
  800.993.8886
- AMTA's *Find A Massage Therapist*[SM]
  888.843.2682
  (888.THE.AMTA)

NEW

Web Site News

Learn 'n Earn Continuing Education Calendar

Another exclusive new benefit for massage therapists is on the AMTA web site, www.amtamassage.org. Massage therapists now can search the automated Learn 'n Earn Continuing Education Calendar from AMTA for continuing education opportunities by location, date, and topic.

The automated calendar updates itself every day. Sponsors of educational programs enter information about upcoming seminars or workshops on a simple form that will be posted online immediately. Once posted, the event will stay on the calendar for up to 6 months and will be automatically deleted on the day it occurs.

AMTA members can post continuing education events for free, while nonmembers pay an introductory rate of $50. Payment and credit-card authorization is processed over a secure server and approved in seconds. Advertisers posting events can list the organization sponsoring the event, name of presenter, location, cost, date and time of event, and contact information.

Links within the program also allow viewers to read about continuing education requirements of AMTA and the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB).

www.amtamassage.org

user ID: friction

password: biceps

Moving Forward

Highlights of the AMTA National Board of Directors meeting preceding the 1999 AMTA National Convention at San Antonio, Texas.

Massage Emergency Response Team

A program for the Massage Emergency Response Team (MERT) was approved. MERT is dependent upon grassroots chapter involvement that is supported by a strong training structure originating at the national level. Participation is open to all AMTA Professional-category members. Training materials are being developed, and details will follow as they become available (see page 4).

Continuing Education Requirements

An increase in the Continuing Education Unit (CEU) requirement to 12 per year, beginning January 1, 2001, for Active Professional-category members, was approved.

Meeting Planning Committee

Two new national meeting products were approved to help support AMTA's higher continuing education requirements and to offer affordable education to as many members as possible. AMTA National Learning Centers and Specialty Retreat, tested during the past 2 years, are now permanent AMTA educational offerings.

The Specialty Retreat will be held every other year—the next will be held in 2001—and offer relaxed, "retreat-like" settings designed to highlight self-care for massage therapists. The AMTA National Learning Centers will be held at least one time per year and offer affordable education at local areas.

Special Committee on Governance

The Special Committee on Governance's proposed job description for delegates to the House of Delegates was approved. This gives the House guidelines for delegates regarding such things as eligibility, responsibilities, purpose, and expected time commitment.

Membership Benefits

Three new benefits for Professional-category members were approved:

- A discount program for cruises;
- A discount program for the purchase of office supplies;
- A rebate program for the purchase of real estate.

Evaluation Process

The Board spent a day during its meeting at San Antonio evaluating existing products, programs, and services (PPS) using the Board-approved evaluation process brought forward by the Finance committee at the June 1999 meeting.

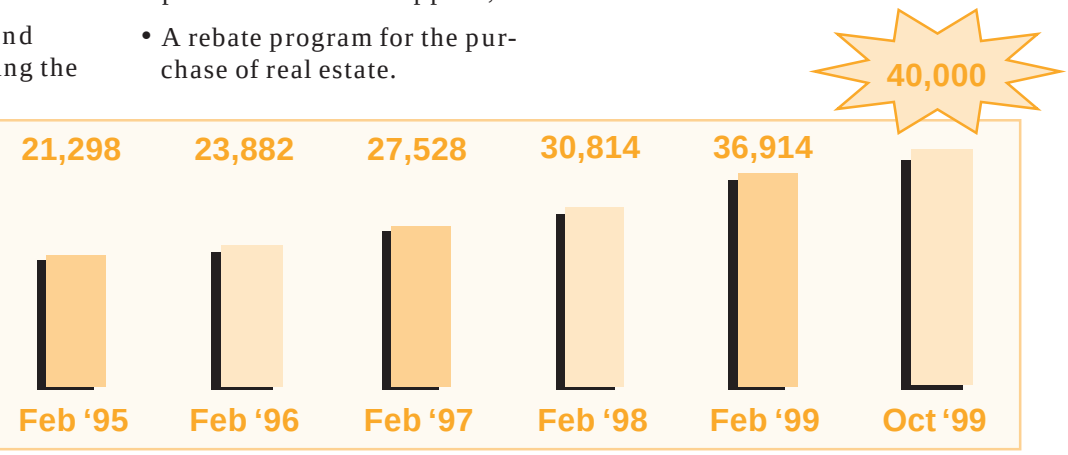
Strategic Planning

A multi-year budget for the Strategic Planning committee was approved. The multi-year plan includes a series of face-to-face meetings and an ongoing market research program. Included are surveys, invaluable in gathering information about the needs of the membership and the massage therapy profession, as a whole.

2002 National Convention

The 2002 National Convention will be held at Portland, Oregon, October 2–6. According to policy, the 2002 National Convention is to be west of the Mississippi River. Portland was judged to be the most cost effective and best-suited to meet AMTA's convention needs.

AMTA membership reached an all-time high of 40,000 members in October



Calendar

Regional & National Events

2000

AMTA Council of Schools
Annual Meeting
January 18–22
The Sirata
St. Pete Beach, FL
Contact: 847.864.0123, ext. 143

2000 Winter AMTA Board
of Directors Meeting
February 24–27
Tampa, FL

New England
Regional Conference
March 23–26
Sheraton Tara Hotel
Framingham, MA
Contact: Beth Giguere
401.233.8108

2000 Summer AMTA Board
of Directors Meeting
June 15–18
Denver, CO

AMTA National Convention
September 20–24
Phoenix Civic Plaza
Crown Plaza Hotel
Phoenix, AZ
Contact: 847.864.0123, ext. 143

Call for National Candidates

Members who wish to be candidates in the 2000 national elections may request a candidate information packet by writing to:

2000 Commission on Nominations
AMTA, 820 Davis Street, Suite 100
Evanston, IL 60201-4444

The packet includes a candidate application, the nominations and elections policy, job descriptions of the open offices, the AMTA Strategic Plan, and additional information relevant to candidates. The National Office must receive completed applications by 5:00 p.m., Central Standard Time, on March 15, 2000.

Offices open for election in 2000 are: president-elect, one vice president position, and four member-at-large positions.

The 2000 Commission on Nominations will nominate one candidate for each open office. Candidates who have not been nominated by the commission but have submitted a valid candidate application will then be given the option of being placed on the ballot.

For more information, contact Nominations Chair ***E. Houston LeBrun (WA)*** *at 206.320.1021 or via e-mail at Hands2000@aol.com. Commissioner of Elections* ***Bob McAtee (CO)*** *can be reached at 719.475.1172 or via e-mail at bmcatee@market1.com.*

Foundation Reception Honors Donors

The Hilton Palacio Hotel, San Antonio, Texas, was the setting for the annual Foundation Reception, honoring donors, friends, and grantees. Foundation President **Janet Kahn (MD)** reviewed the work of the massage research agenda workgroup. She described the four key areas of research the profession should be conducting: identification of the sociocultural position of the profession; comparison between bodywork practices to determine if certain practices are better for certain conditions; comparison between massage and other kinds of treatments; and effects of massage therapy.

AMTA Foundation
American Massage Therapy Association Foundation

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